

AMENDMENTS TO THE CLAIMS

1-19. (Canceled)

20. (Currently Amended) An information service system comprising:

a service processing center for receiving marketing information via a network;

a first information supply terminal connected to the network and configured to identify at least one individual person and to automatically output marketing information for the individual person to the service processing center, the information supply terminal comprising:

an information managing portion comprising:

an individual audience result information portion configured to generate individual audience result information based on a media program/programs watched by the individual person when a program is kept on for at least a predetermined time; and

an individual interest information portion configured to automatically generate individual interest information comprising at least one program category based on the individual audience result information;

a media program category storage portion having media programs classified into categories in advance for generating the individual interest information; and

a computer-readable storage medium configured to store a file, wherein the file which stores the individual audience result information generated as a result of a media program/programs watched by each of individual persons and individual interest information generated automatically by an information managing portion on the basis of said individual audience result information,

wherein said individual audience result information is inputted from corresponding one of information supply terminals existing on a network, or said individual interest information is generated on the basis of said individual audience result information inputted from said information supply terminal,

wherein at least one point is awarded to the individual person when the individual audience result information is stored in the file a predetermined point/points are operated correspondingly to contents stored in said file so that said point/points are awarded to said individual person on the basis of said operation,

wherein the information management portion generates the individual audience result information when a program is kept on for a predetermined time or more by the information supply terminal,

wherein the information supply terminal retrieves a media program category storage portion, having media programs classified into categories in

~~advance, on a basis of the individual audience result information thereby to
generate the individual interest information,~~

~~wherein the information supply terminal is used for collecting market
information, and~~

~~wherein the marketing information comprises the individual interest
information is used as marketing information.~~

21. (Currently Amended) An information service system comprising:

at least one information supply terminal connected to a network and
configured to identify at least one individual person and to automatically output
marketing information for the individual person;

a service processing center configured to receive the marketing
information from the at least one information supply terminal via a network, the
service processing center comprising:

a computer-readable storage medium configured to store a file,
wherein the file ~~which~~ stores individual audience result information
~~generated as a result of a media program/programs watched by each of~~
~~individual persons,~~

an information managing portion comprising:

an individual audience result information portion configured to receive the individual audience result information generated based on a media program/programs watched by the individual person when a program is kept on for at least a predetermined time; and

an individual interest information portion configured to receive automatically generated individual interest information comprising at least one program category based on the individual audience result information,

wherein at least one point is awarded to the individual person when the individual audience result information is stored in the file, and

wherein the marketing information comprises the individual interest information.

~~wherein said individual audience result information is inputted from corresponding one of information supply terminals existing on a network,~~

~~wherein individual interest information is generated automatically by an information managing portion on the basis of said individual audience result information stored in said file,~~

~~wherein a predetermined point/points are operated correspondingly to said inputted individual audience result information and said inputted individual interest information so that said operated point/points are awarded to said individual person,~~

~~wherein the information management portion generates the individual audience result information when a program is kept on for a predetermined time or more by the information supply terminal,~~

~~wherein the information supply terminal retrieves a media program category storage portion, having media programs classified into categories in advance, on a basis of the individual audience result information thereby to generate the individual interest information,~~

~~wherein the information supply terminal is used for collecting market information, and~~

~~wherein the individual interest information is used as marketing information.~~

22. (Currently Amended) An information service system in which marketing information is collected, on a predetermined network, from individual persons who watch media programs and points are awarded to the individual persons in accordance with the collected information, comprising:

~~at least one of an interest information generating means and an interest information input means, said interest information generating means being designed so that individual audience result information generated as results of media programs watched by said individual persons is inputted from information supply terminals existing on said network and individual interest information is generated automatically by an information managing portion on the basis of said individual audience result information, said interest information~~

~~input means being designed so that said individual interest information generated as said results of media programs watched by said individual persons is inputted from said information supply terminals; comprising:~~

means for receiving individual audience result information generated based on a media program/programs watched by the individual person when a program is kept on for at least a predetermined time; and

means for receiving automatically generated individual interest information comprising at least one program category based on the individual audience result information.

a file managing means for managing a file of at least said individual interest information; and

a first point-awarding means for awarding at least one point to the individual person when the individual audience result information is stored in the file ~~a predetermined point/points to each of said individual persons correspondingly to said inputted individual audience result information or said inputted individual interest information,~~

wherein the marketing information comprises the individual interest information.

~~wherein the information management portion generates the individual audience result information when a program is kept on for a predetermined time or more by the information supply terminal,~~

~~wherein the information supply terminal retrieves a media program category storage portion, having media programs classified into categories in advance, on a basis of the individual audience result information thereby to generate the individual interest information,~~

~~wherein the information supply terminal is used for collecting market information, and~~

~~wherein the individual interest information is used as marketing information.~~

23. (Canceled)

24. (Previously Presented) The information service system according to claim 22, further comprising;

a personal data input means for inputting, as personal data, information about a media program/programs watched by each of said individual persons, from corresponding one of said information supply terminals; and

a second point-awarding means for awarding a predetermined point/points to said individual person correspondingly to contents of said inputted personal data.

25. (Previously Presented) The information service system according to claim 24, wherein said system has a configuration so that said individual interest information is generated on the basis of said individual audience result information by searching a media program category storage means in which a category of each media program is stored in association with said media program.

26. (Previously Presented) The information service system according to claim 25, further comprising an audience result information aggregating means for aggregating said inputted individual audience result information.

27-30. (Canceled)

31. (Currently Amended) An information supply terminal for use in an information service system in which information is collected, on a predetermined network, from individual persons who watch media programs and points are awarded to the individual persons in accordance with the collected information, said information supply terminal comprising:

an individual identification device for identifying an individual person;

a channel selection information input device for inputting channel selection information through a media program receiver by which said individual person can watch a desired media program voluntarily when said individual person selects a channel;

an information generator for generating individual audience result information on the basis of an individual identification result and said channel selection information and for automatically generating individual interest information on the basis of said individual audience result information; and

a transmitter for transmitting at least one of said individual audience result information or said individual interest information to said information service system,

wherein the information generator ~~generates the individual audience result information when a channel is kept to be selected for a predetermined time or more by the information supply terminal~~ is configured to generate individual audience result information based on the identity of the individual person and a media program/programs watched by the individual person when a channel is kept on for at least a predetermined time,

wherein the information supply terminal retrieves a media program category storage portion[[,]] having media programs classified into categories in advance for automatically generating the individual interest information comprising at least one program category based on ~~on a basis of the individual audience result information thereby to generate the individual interest information, and~~

wherein the marketing information comprises the individual interest information.

~~wherein the information supply terminal is used for collecting market information, and~~

~~wherein the individual interest information is used as marketing information.~~

32. (Currently Amended) An information supply terminal for use in an information service system in which information is collected, on a predetermined network, from individual persons who watch media programs and points are awarded to the individual persons in accordance with the collected information, said information supply terminal comprising:

an individual identification means for identifying an individual person;

a channel selection information input means for inputting channel selection information through a media program receiver by which said individual person can watch a desired media program voluntarily when said individual person selects a channel;

an audience result information generating means for generating individual audience result information on the basis of an individual identification result and said channel selection information;

an interest information generating means for automatically generating individual interest information comprising at least one program category based on the basis of said individual audience result information; and

an information transmission means for transmitting at least one of said individual audience result information or said individual interest information to said information service system,

wherein the information generator ~~generates the individual audience result information when a channel is kept to be selected for a predetermined time or more by the information supply terminal~~ is configured to generate individual audience result information based the identity of the individual person and on a media program/programs watched by the individual person when a channel is kept on for at least a predetermined time,

wherein the information supply terminal retrieves a media program category storage [[.]] having media programs classified into categories in advance for automatically generating the individual interest information comprising at least one program category based on, ~~on a basis of the individual audience result information thereby to generate the individual interest information, and~~

wherein the marketing information comprises the individual interest information.

~~wherein the information supply terminal is used for collecting market information, and~~

~~wherein the individual interest information is used as marketing information.~~

33. (Previously Presented) The information supply terminal according to claim 32, wherein said information supply terminal has a configuration so that said interest information generating means generates said individual interest information, on the basis of said individual audience result information, by searching a media program category storage means in which a category of said media program is stored in association with said media program.

34-35. (Canceled)

36. (Previously Presented) The information supply terminal according to claim 32, further comprising a signal conversion means for converting said individual interest information into a signal which can be displayed on a monitor of said media program receiver.

37-41. (Canceled)

42. (Currently Amended) A program for use in an information supply terminal, the terminal comprising:

a computer, in order to make the information supply terminal capable of being used in an information service system in which information is collected, on a predetermined network, from individual persons who watch media programs,

and points are awarded to said individual persons in accordance with the collected information, ~~wherein~~ said computer configured to:

identify ~~identifies~~ an individual person[[,]];

inputs channel selection information through a media program receiver by which said individual person can watch a desired media program voluntarily if said individual person selects a channel,

generates individual audience result information based on the identity of the individual person and a media program/programs watched by the individual person when a channel is kept on for at least a predetermined time on the basis of an individual identification result and said channel selection information,

automatically generates individual interest information comprising at least one program category based on the ~~basis of said~~ individual audience result information, and

transmits at least one of said individual audience result information and said individual interest information to an information collecting server provided in said information service system,

~~wherein the individual audience result information is generated when a channel is kept to be selected for a predetermined time or more by the information supply terminal,~~

wherein the information supply terminal retrieves a media program category storage portion[[,]] having media programs classified into categories in advance for automatically generating the individual interest information comprising at least one program category based on
~~on a basis of~~ the individual audience result information ~~thereby to generate the individual interest information, and~~
wherein the marketing information comprises the individual interest information.

~~wherein the information supply terminal is used for collecting market information, and~~

~~wherein the individual interest information is used as marketing information.~~

43-46. (Canceled)

47. (Previously Presented) The information supply terminal according to claim 33, wherein the information supply terminal retrieves the media program category storage portion and adds a numerical value to a hit category of the individual interest information.

48. (Previously Presented) The information service system according to claim 20, wherein the information supply terminal retrieves the media program category storage portion and adds a numerical value to a hit category of the individual interest information.

49. (Previously Presented) The information service system according to claim 21, wherein the information supply terminal retrieves the media program category storage portion and adds a numerical value to a hit category of the individual interest information.

50. (Previously Presented) The information supply terminal according to claim 32, wherein the information supply terminal retrieves the media program category storage portion and adds a numerical value to a hit category of the individual interest information.

51. (Previously Presented) The program according to claim 42, wherein the information supply terminal retrieves the media program category storage portion and adds a numerical value to a hit category of the individual interest information.

52. (Previously Presented) The information supply terminal according to claim 31, further comprising a signal conversion means which converts the individual interest information into a signal which can be displayed on a monitor of the media program receiver.

53. (Previously Presented) The information service system according to claim 20, wherein:

individual persons watch media programs by media program receivers;
and

the individual interest information is converted by a signal conversion means into a signal which can be displayed on a monitor of the media program receiver.

54. (Previously Presented) The information service system according to claim 21, wherein:

individual persons watch media programs by media program receivers;
and

the individual interest information is converted by a signal conversion means into a signal which can be displayed on a monitor of the media program receiver.

55. (Previously Presented) The information service system according to claim 22, wherein:

individual persons watch media programs by media program receivers;
and

the individual interest information is converted by a signal conversion means into a signal which can be displayed on a monitor of the media program receiver.